

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 NSC-05 NSCE-00 NEA-10 ARA-10

ERDA-07 DOTE-00 FAA-00 CIAE-00 DODE-00 INR-07 NSAE-00

PA-02 USIA-15 PRS-01 SP-02 NASA-02 /081 W

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R 091604Z JUN 75

FM AMEMBASSY PARIS

TO USDOC WASHDC

INFO AMEMBASSY ANKARA

AMEMBASSY ATHENS

AMEMBASSY BEIRUT

AMEMBASSY BELGRADE

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AMEMBASSY ROME

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SECSTATE WASHDC 0174

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PASS WHITE HOUSE FOR MR. WALTER M. BINSWANGER

USDOC FOR OIM/BELDEN/FIELD/RUFFNER

MEXICO FOR MTC/RCLARK

E.O. 11652: N/A

TAGS: BEXP, EAIR, FR

SUBJECT: 1975 PARIS AIR SHOW - PRELIMINARY REPORT

REF: (1) CA 8691 OF MAY 11, 1967;
(2) STATE A-1856, 3/18/75

1. NAME OF EXHIBITION: 1975 PARIS AIR SHOW

2. PLACE AND DATES: LE BOURGET AIRPORT, PARIS, FRANCE;
MAY 30 - JUNE 8, 1975

3. NUMBER OF EXHIBITORS: 68

4. SALES DURING THE EXHIBITION:

A. OFF-THE-FLOOR: \$7,790,000

B. 12-MONTH PROJECTED:

NTM/NTE \$ 74,195,000

OTM \$ 22,355,000

SUB-TOTAL \$ 96,550,000

C. TOTAL SALES: \$104,340,000

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATIVES
(EXREPS): 17

7. NUMBER OF EXREPS APPOINTED DURING EXHIBITION: 33

8. NUMBER OF EXREPS UNDER NEGOTIATION: 97

9. NUMBER OF EXREPS IDENTIFIED: 377

10. NUMBER OF VISITORS TO TRADE FAIR: 234,100
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(ESTIMATE)

11. NUMBER OF VISITORS TO U.S. PAVILION:

A. REGISTERED BUSINESSMEN: 6,500

B. PUBLIC ATTENDANCE: 155,000

12. NUMBER OF EXHIBITORS FULLY ACHIEVING THEIR
OBJECTIVES: 44 (65)

13. NUMBER OF EXHIBITORS PARTIALLY ACHIEVING THEIR
OBJECTIVES: 23 (34)

14. NUMBER OF EXHIBITORS NOT ACHIEVING THEIR
OBJECTIVES: 2 (3)

15. OUTSTANDING SUCCESS STORIES:

A. AVIATECH INTERNATIONAL, INC. (NTM) SOLD \$85,000
OFF THE FLOOR TO CUSTOMERS IN THE U.K., ITALY,
SOUTH AFRICA AND EXPECTS ANOTHER \$600,000 OVER THE
NEXT TWELVE MONTHS FOR ITS FLIGHT SIMULATORS,
ANTENNAS AND RADIOS (NOT CLEARED).

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ERDA-07 DOTE-00 FAA-00 CIAE-00 DODE-00 INR-07 NSAE-00

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B. AVITRON INTERNATIONAL (OTM) CONCLUDED \$800,000 IN SALES OF ITS GYROS, FUEL CONTROLS AND PUMPS; EXPECTS TO SIGN 3 AGENCY, 2 LICENSING AND 1 JOINT VENTURE AGREEMENT OVER NEXT 12 MONTHS (CLEARED).

C. CHROMALLOY ELECTRONICS DIVISION (NTM) SOLD \$750,000 OF TRANSCEIVERS AND STROBE LIGHTS, PENETRATED 8 NEW MARKETS IN EAST, WEST EUROPE AND AFRICA; OBTAINED 250 SALES LEADS AND EXPECTS FOLLOW-UP 1-YEAR SALES OF \$1.5 MILLION (CLEARED).

D. EDO INTERNATIONAL (NTE) SOLD \$5 MILLION OFF-THE-FLOOR OF AVIONICS PRODUCTS, PENETRATED NEW MARKETS IN EASTERN EUROPE AND EXPECTS TO SIGN 65 SALES, 20 JOINT VENTURE AGREEMENTS IN NEXT YEAR (NOT CLEARED).

E. PF INDUSTRIES (NTM) CONCLUDED SALES WITH EIGHT FOREIGN AIRLINES FOR \$725,000 OF ITS SPECIAL PALLET TRANSPORTATION SYSTEM AND GROUND SUPPORT EQUIPMENT, AND PROJECTS ANOTHER \$4 MILLION IN SALES (CLEARED).

15. SPECIAL ACHIEVEMENTS: THE FOLLOWING TOTALS ARE NOT INCLUDED ABOVE, AND NOT REPEAT NOT TO BE RELEASED: THE PARIS AIR SHOW PROVIDED THESE COMPANIES WITH THE OPPORTUNITY TO FURTHER DEVELOP AND POTENTIALLY CONCLUDE THESE SIGNIFICANT NEGOTIATIONS THAT HAD ALREADY BEEN IN PROGRESS. THESE COMPANIES PROJECT AN ADDITIONAL \$160 MILLION IN SALES OVER THE NEXT 12 MONTH PERIOD.

A. GTE-SYLVANIA (NTM) PROJECTS \$23 MILLION IN SALES OF COMMUNICATIONS EQUIPMENT TO FOREIGN MILITARY CUSTOMERS (NOT CLEARED).

B. AVITRON INT'L CORP (OTM) PROJECTED ANOTHER \$32 MILLION IN SALES OF ITS AIRBORNE ELECTRONICS, TEST AND GROUND SUPPORT EQUIPMENT (NOT CLEARED).

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C. BURROUGHS CORP. (NTM) PROJECTED ANOTHER \$10 MILLION IN SALES OF ITS AIR TRAFFIC CONTROL SYSTEM (NOT CLEARED).

D. EDO INTERNATIONAL (OTM) PROJECTED \$65 MILLION IN SALES NEXT YEAR OF ITS RADIO COMMUNICATION AND NAVIGATION EQUIPMENT (NOT CLEARED).

E. INTERNATIONAL AEROSPACE (NTM) PROJECTED ANOTHER \$10 MILLION IN FOLLOW-UP SALES OF FLIGHT AND NAVIGATION INSTRUMENTS (NOT CLEARED).

F. INTERNATIONAL TECHNICAL PRODUCTS (NTM) EXPECTS ANOTHER \$10 MILLION IN SALES OF ITS AIR TRAFFIC CONTROL SYSTEMS AND NAVIGATIONAL AIDS; PENETRATED AT LEAST 10 NEW MARKETS IN EUROPE AND ASIA (NOT CLEARED).

G. KING RADIO CORP. (NTE) EXPECTS IT WILL SELL ANOTHER \$10 MILLION OF ITS NAVIGATION AND COMMUNICATIONS EQUIPMENT, PRINCIPALLY TO AIRCRAFT PRODUCERS IN FRANCE, GERMANY, U.K. AND ITALY (NOT CLEARED).

16. COMMENTS: 1975 AIR SHOW TOOK PLACE IN A CLIMATE OF SUSPENSE AND APPREHENSION SURROUNDING THE BELGIAN

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DECISION FOR THE F-104 REPLACEMENT. THE DECISION TO PURCHASE THE GENERAL DYNAMICS F-16 WAS ANNOUNCED ON JUNE 7, GREATLY ENHANCING THE OVER-ALL U.S. SUCCESS AT THIS 31ST PARIS AIR SHOW. THE MAJORITY OF PARTICIPANTS AGREED THE EXHIBITION WAS SUCCESSFUL FROM ALL POINTS OF VIEW, REFLECTING, WE BELIEVE, SUCCESSFUL MARKETING AND

PRESS CAMPAIGNS DUE TO OUTSTANDING SUPPORT FROM ALL POSTS IN MARKETING AREA. BUSINESS ATTENDANCE JUMPED ABOUT 100 PERCENT OVER THE 1973 TOTAL (3,500) REFLECTING A MORE BUSINESS ORIENTED AIR SHOW THIS YEAR, A DEVELOPMENT WHICH THE U.S. EXHIBITORS WELCOMED ENTHUSIASTICALLY. ALTHOUGH PUBLIC INTEREST IN THE PAVILION'S THEMATIC AREA WAS EXCELLENT, ATTENDANCE DROPPED 38 PERCENT FROM 1973 AND WAS ESTIMATED AT 155,000. THE ELIMINATION OF THE FINAL WEEKEND SPECIAL FLIGHT DEMONSTRATIONS CONTRIBUTED TO REDUCING THE PUBLIC ATTENDANCE.

17. ASSISTANCE OF ADDRESSEE POSTS GREATLY APPRECIATED.

18. ADDRESSEE POSTS ARE ASKED TO FORWARD ANY SIGNIFICANT PRESS CLIPPINGS RESULTING FROM THE U.S. PAVILION PARTICI-

PATION TO COMMERCE, WASHINGTON, ATTENTION:

RICHARD HUMBERT
COUNTRY MARKET MANAGER - FRANCE
OIM - ROOM 1009
U.S. DEPT. OF COMMERCE
WASHINGTON, D.C. 20230

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Message Attributes

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Draft Date: 09 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

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